



## 2020-21 SPONSORSHIP OPPORTUNITIES

*All sponsorship rates listed are for NCEDA members. Please contact Liz Dobbins-Smith with any sponsorship questions or to inquire about membership: [liz@nceda.org](mailto:liz@nceda.org) or 888.246.2332.*

*NCEDA is your partner for success!*

The North Carolina Economic Development Association's sponsorship opportunities place your brand in front of economic development practitioners, partners and allies across the state – whether we meet in person or virtually! NCEDA provides a diverse array of opportunities. Let us assist you in reaching your target audience with the right vehicle and message.



# NCEDA 2020-21 SPONSORSHIP OPPORTUNITIES

## 2020-21 ANNUAL PARTNERSHIPS

### PATRON SPONSOR • \$2,500

#### Benefits:

- Recognition as a Patron Sponsor in all printed/digital materials for each of the three NCEDA conferences – Fall, Spring and Annual – and all other events during the year (\$1,500 value)
- Feature article highlighting your organization in one edition of the NCEDA e-newsletter (\$500 value)
- Company logo with link to your website on NCEDA's homepage rotating banner (\$1,500 value)
- Company logo with link to your website on right column of NCEDA's bi-weekly e-newsletter (\$1,500 value)
- Company logo with link to your website on NCEDA's Corporate Sponsors page (\$500 value)

**TOTAL VALUE: \$5,500**

### DOGWOOD SPONSOR • \$5,000

#### Benefits:

- All benefits of Patron level (\$5,500 value)
- Choice of one of the following:
  - Recognition as a Program Sponsor at each conference during the year (Fall, Spring and Annual) with opportunity to increase level at a pro-rated amount if desired (\$1,500 value)
  - Five complimentary NCEDA memberships during the 2020-21 program year (\$1,475 value)
  - Combination of the above (sponsorships and memberships) equaling to \$1,500 value
- Signage as a Dogwood Sponsor at the five NCEDA Board of Directors' Meetings (\$1,000 value)

**TOTAL VALUE: \$8,000**

### LONG LEAF PINE SPONSOR • \$7,500

#### Benefits:

- All benefits of Patron level (\$5,500 value)
- Recognition as a Program Sponsor at each conference during the year (Fall, Spring and Annual) with opportunity to increase level at a pro-rated amount if desired (\$1,500 value)
- Recognition as a Program Sponsor at all other NCEDA events during the year, including but not limited to the Networking Luncheons, Regional Luncheons and Emerging Executives Forum (\$1,250 value)
- Signage as a Long Leaf Pine Sponsor at the five NCEDA Board of Directors' Meetings (\$1,500 value)
- Headline sponsor of the NCEDA e-newsletter sponsor in 2 issues of your choice (\$500 value)
- Two complimentary NCEDA memberships during 2020-21 program year (\$590 value)

**TOTAL VALUE: \$10,840**

### CARDINAL SPONSOR • \$10,000

#### Benefits:

- All benefits of Patron level (\$5,500 value)
- Recognition as a Bronze Sponsor at each conference during the year (Fall, Spring and Annual) with opportunity to increase level at a pro-rated amount if desired (\$3,000 value)
- Recognition as a Program Sponsor at all other NCEDA events during the year, including but not limited to the Networking Luncheons, Regional Luncheons and Emerging Executives Forum (\$1,250 value)
- Signage as a Cardinal Sponsor at the five NCEDA Board of Directors' Meetings (\$1,500 value)
- Headline sponsor of the NCEDA e-newsletter sponsor in 4 issues of your choice (\$1,000 value)
- Four complimentary NCEDA memberships during 2020-21 program year (\$1,180 value)

**TOTAL VALUE: \$13,430**

# NCEDA 2020-21 SPONSORSHIP OPPORTUNITIES

## DIGITAL OPPORTUNITIES

### WEBSITE

NCEDA's website, [www.nceda.org](http://www.nceda.org), is where members of the economic development community go for the latest news, information, and resources. You must be a Patron Sponsor to be included in the rotating slide show on the website's homepage. Patron sponsorships are \$2,500 annually.

### NCEDA HOSTED WEBINAR PRESENTING SPONSOR • \$1,000 (EXCLUSIVE)

#### Benefits:

- *Naming rights (i.e. NCEDA Webinar sponsored by 'company name')*
- *Opportunity to offer welcoming remarks*
- *Four complimentary webinar registrations*
- *Company logo included on webinar registration webpage and during webinar*

### MEMBER HOSTED WEBINAR SPONSOR • \$500 (LIMITED)

Members can host a webinar on a topic that is relevant to NCEDA's member community sharing valuable and expert content. Host sponsors are responsible for confirming topic/content and presenters. NCEDA will provide the virtual platform and promote the webinar to its membership. Topics, content and speakers must be approved by NCEDA to ensure it does not conflict with already scheduled webinars/events.

#### Benefits:

- *Naming rights (i.e. NCEDA Webinar presented by 'company name')*
- *Company logo included on webinar registration webpage and other promotion*
- *Opportunity to provide valuable content and showcase your expertise to the NCEDA membership*

### E-NEWSLETTER HEADLINE SPONSOR • \$250

NCEDA's e-newsletter is distributed approximately 25 times per year and provides news, intelligence, and customized content for members of the association. Only one headline sponsor per edition. Sponsor's logo and brief ad will be placed at the top of the newsletter layout for maximum exposure.

*Ad specifications: company logo as a .jpg or .png, URL link to desired landing page, and compelling text up to 140 characters that promotes a call to action.*

## NETWORKING / REGIONAL LUNCHEON OPPORTUNITIES

*Many regional luncheons will be held across the state this program year to provide members small, safe and socially distanced in-person networking opportunities. Anticipated attendance is 25 at each (this may increase or decrease throughout the program year depending on gathering mandates issued by the Governor).*

### PRESENTING SPONSOR • \$500 (EXCLUSIVE)

#### Benefits:

- *Naming rights (i.e. NCEDA Networking/Regional Luncheon presented by 'company name')*
- *Two complimentary luncheon registrations*
- *Company logo on event registration webpage, all event materials and signage*
- *Company logo on name badges for the event*
- *Verbal recognition from the podium*

### PROGRAM SPONSOR • \$250

#### Benefits:

- *One complimentary luncheon registration*
- *Company name on event registration webpage, all event materials and signage*
- *Verbal recognition from the podium*

# NCEDA 2020-21 SPONSORSHIP OPPORTUNITIES

## CONFERENCE OPPORTUNITIES

### 2020 FALL CONFERENCE / SITE SELECTORS SUMMIT

October 27 • Virtual

Virtual attendance is anticipated to be 250+ 15-20 site selection consultants.

#### PRESENTING SPONSOR \$5,000 (EXCLUSIVE)

##### Benefits:

- Naming rights (i.e. 2020 NCEDA Fall Conference / Site Selectors Summit presented by 'company name')
- Recognition as 'Presenting Sponsor' on all event collateral
- Four complimentary full conference registrations (including morning Fall Conference and afternoon Site Selectors Summit, \$1,300 value)
- Opportunity to provide morning welcoming remarks
- Complimentary advanced listing in Virtual Expo Hall that includes a landing page for your company on the conference website with a photo/video embed, informational paragraph, hyperlinks to your website, downloadable materials, custom form lead generation and link to video conference.
- Company logo on event registration webpage, all conference materials and signage, listed as the Presenting Sponsor
- Company logo included in sponsorship slideshow presented during conference
- Verbal recognition from the virtual podium

#### GOLD SPONSOR \$2,500

##### Benefits:

- Recognition as 'Gold Sponsor' on all event collateral
- Two complimentary full conference registrations (including morning Fall Conference and afternoon Site Selectors Summit, \$650 value)
- Opportunity to be listed as the sponsor of a particular speaker or panel for added recognition
- Complimentary advanced listing in Virtual Expo Hall that includes a landing page for your company on the conference website with a photo/video embed, informational paragraph, hyperlinks to your website, downloadable materials, custom form lead generation and link to video conference.
- Company logo on event registration webpage, conference materials and signage, listed as Gold Sponsor
- Company logo included in sponsorship slideshow presented during conference
- Verbal recognition from the virtual podium

#### SILVER SPONSOR \$1,500

##### Benefits:

- Recognition as 'Silver Sponsor' on all event collateral
- One complimentary full conference registration (including morning Fall Conference and afternoon Site Selectors Summit, \$325 value)
- Complimentary standard listing in Virtual Expo Hall that includes a landing page for your company on the conference website with a photo/video embed, informational paragraph and hyperlinks to your website.
- Company name on event registration webpage, conference materials and signage, listed as Silver Sponsor
- Company logo included in sponsorship slideshow presented during conference
- Verbal recognition from the virtual podium



# NCEDA 2020-21 SPONSORSHIP OPPORTUNITIES

## CONFERENCE OPPORTUNITIES

### 2020 FALL CONFERENCE / SITE SELECTORS SUMMIT CONTINUED

#### BRONZE SPONSOR \$1,000

##### Benefits:

- *Recognition as 'Bronze Sponsor' on all event collateral*
- *Complimentary standard listing in Virtual Expo Hall that includes a landing page for your company on the conference website with a photo/video embed, informational paragraph and hyperlinks to your website.*
- *Company name on event registration webpage, conference materials and signage, listed as Bronze Sponsor*
- *Company logo included in sponsorship slideshow presented during conference*
- *Verbal recognition from the virtual podium*

#### PROGRAM SPONSOR \$500

##### Benefits:

- *Recognition as 'Program Sponsor' on all event collateral*
- *Company name on event registration webpage, conference materials and signage, listed as Program Sponsor*
- *Company name included in sponsorship slideshow presented during conference*
- *Verbal recognition from the virtual podium*

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### 2021 EMERGING EXECUTIVES FORUM

#### February 18 • Virtual

*Virtual attendance is anticipated to be 50+*

#### PRESENTING SPONSOR • \$1,000 (EXCLUSIVE)

##### Benefits:

- *Naming rights (i.e. 2021 NCEDA Emerging Executives Forum presented by 'company name')*
- *Four complimentary registrations*
- *Company logo on event registration webpage, all forum materials and signage, listed as the Presenting Sponsor*
- *Company logo included in sponsorship slideshow presented during forum*
- *Verbal recognition from the virtual podium*

#### GOLD SPONSOR • \$500

##### Benefits:

- *Recognition as 'Gold Sponsor' on all event collateral*
- *Two complimentary registrations*
- *Company logo on event registration webpage, all forum materials and signage, listed as Gold Sponsor*
- *Company logo included in sponsorship slideshow presented during forum*
- *Verbal recognition from the virtual podium*

#### PROGRAM SPONSOR • \$250

##### Benefits:

- *Recognition as 'Program Sponsor' on all event collateral*
- *One complimentary registration*
- *Company name on event registration webpage, all forum materials and signage, listed as Program Sponsor*
- *Company logo included in sponsorship slideshow presented during forum*
- *Verbal recognition from the virtual podium*

# NCEDA 2020-21 SPONSORSHIP OPPORTUNITIES

## CONFERENCE OPPORTUNITIES

### 2021 SPRING CONFERENCE

March 16-17 • Virtual

*Virtual attendance is anticipated to be 200+*

#### PRESENTING SPONSOR • \$3,000 (EXCLUSIVE)

##### Benefits:

- *Naming rights (i.e. 2021 NCEDA Spring Conference presented by 'company name')*
- *Eight complimentary registrations*
- *Opportunity to provide welcoming remarks*
- *Complimentary advanced listing in Virtual Expo Hall that includes a landing page for your company on the conference website with a photo/video embed, informational paragraph, hyperlinks to your website, downloadable materials, custom form lead generation and link to video conference.*
- *Company logo on event registration webpage, all conference materials and signage, listed as the Presenting Sponsor*
- *Company logo included in sponsorship slideshow presented during conference*
- *Verbal recognition from the virtual podium*

#### GOLD SPONSOR • \$1,500

##### Benefits:

- *Recognition as 'Gold Sponsor' on all event collateral*
- *Four complimentary registrations*
- *Opportunity to be listed as the sponsor of a particular speaker or panel for added recognition*
- *Complimentary advanced listing in Virtual Expo Hall that includes a landing page for your company on the conference website with a photo/video embed, informational paragraph, hyperlinks to your website, downloadable materials, custom form lead generation and link to video conference.*
- *Company logo on event registration webpage, conference materials and signage, listed as Gold Sponsor*
- *Company logo included in sponsorship slideshow presented during conference*
- *Verbal recognition from the virtual podium*

#### SILVER SPONSOR • \$1,000

##### Benefits:

- *Recognition as 'Silver Sponsor' on all event collateral*
- *Two complimentary registrations*
- *Complimentary standard listing in Virtual Expo Hall that includes a landing page for your company on the conference website with a photo/video embed, informational paragraph and hyperlinks to your website.*
- *Company name on event registration webpage, conference materials and signage, listed as Silver Sponsor*
- *Company logo included in sponsorship slideshow presented during conference*
- *Verbal recognition from the virtual podium*

#### PROGRAM SPONSOR • \$500

##### Benefits:

- *Recognition as 'Program Sponsor' on all event collateral*
- *Company name on event registration webpage, all conference materials and signage, listed as Program Sponsor*
- *Company name included in sponsorship slideshow presented during conference*
- *Verbal recognition from the virtual podium*

# NCEDA 2020-21 SPONSORSHIP OPPORTUNITIES

## CONFERENCE OPPORTUNITIES

### 2021 ANNUAL CONFERENCE

June 8-10 • Doubletree by Hilton • Atlantic Beach

*Conference attendance numbers will depend on state gathering mandates.*

#### PRESENTING SPONSOR • \$5,000 (EXCLUSIVE)

##### Benefits:

- *Naming rights (i.e. 2021 NCEDA Annual Conference presented by 'company name')*
- *Two complimentary member registrations (must register spouse/guest separately)*
- *One complimentary exhibit table*
- *Company logo on event registration webpage, all conference materials and signage, listed as the Presenting Sponsor*
- *Company logo on name badges for the conference*
- *Company logo on gift given to conference registrants*
- *Company logo included in sponsorship slideshow presented during conference*
- *Verbal recognition from the podium*

#### GOLD SPONSOR • \$2,500

##### Benefits:

- *Recognition as 'Gold Sponsor' on all event collateral*
- *Choice to sponsor one of the following for added recognition:*
  1. *Tuesday Welcoming Reception Co-Sponsor (co-sponsored by two Gold Sponsors - sign with company logos displayed during reception)*
  2. *Wednesday Networking Breakfast Co-Sponsor (co-sponsored by two Gold Sponsors - sign with company logos displayed during breakfast)*
  3. *Wednesday Reception Co-Sponsor (co-sponsored by three Gold Sponsors - sign with company logos displayed during reception)*
  4. *Thursday Networking Breakfast Co-Sponsor (co-sponsored by two Gold Sponsors - sign with company logos displayed during breakfast)*
  5. *WiFi (sign with company logo displayed during general session)*
- *One complimentary member registration (must register spouse/guest separately)*
- *One complimentary exhibit table*
- *Company logo on event registration webpage, all conference materials and signage, listed as Gold Sponsor*
- *Company logo included in sponsorship slideshow presented during conference*
- *Verbal recognition from the podium*

# NCEDA 2020-21 SPONSORSHIP OPPORTUNITIES

## CONFERENCE OPPORTUNITIES

### 2021 ANNUAL CONFERENCE CONTINUED

#### SILVER SPONSOR • \$1,500

##### Benefits:

- Recognition as 'Silver Sponsor' on all event collateral
- Choice to exclusively sponsor one of the following for added recognition:
  1. Professional Development Workshop (sign with company logo displayed during seminar)
  2. Tuesday New Member / Emerging Executives Reception (to be held prior to Welcoming Reception – sign with company logo displayed during reception)
  3. Tuesday or Wednesday Reception Entertainment Sponsor (sign with company logo displayed by band during dinner reception)
  4. Highlighters, Lanyards, Notepads or Pens (sponsor company provides item with their company logo that is distributed to attendees during general session)
- Company name on event registration webpage, all conference materials and signage, listed as Silver Sponsor
- Company logo included in sponsorship slideshow presented during conference
- Verbal recognition from the podium

#### BRONZE SPONSOR • \$1,000

##### Benefits:

- Recognition as 'Bronze Sponsor' on all event collateral
- Choice to exclusively sponsor one of the following for added recognition:
  1. Tuesday or Wednesday Optional Activity (sign with company logo displayed at activity)
  2. Tuesday Registration Refreshments (sign with company logo displayed during registration)
  3. Wednesday Networking Break (sign with company logo displayed during networking break)
  4. Thursday Networking Break (sign with company logo displayed during networking break)
  5. Candy Basket Sponsor (sign with company logo by candy basket on the registration desk for duration of conference)
  6. Productivity Bell (company logo signage by bell on the registration desk for duration of conference – bell will be rung at the end of networking breaks)
- Company name on event registration webpage, all conference materials and signage, listed as Bronze Sponsor
- Company logo included in sponsorship slideshow presented during conference
- Verbal recognition from the podium

#### PROGRAM SPONSOR • \$500

##### Benefits:

- Recognition as 'Program Sponsor' on all event collateral
- Company name on event registration webpage, all conference materials and signage, listed as Program Sponsor
- Company name included in sponsorship slideshow presented during conference
- Verbal recognition from the podium